

2011 Council Study Issue

DCS 11-02 Explore Opportunities to Create a Multidisciplinary Arts Center**Lead Department** Community Services**History** 1 year ago None 2 years ago None**1. What are the key elements of the issue? What precipitated it?**

The key elements of this study will explore the feasibility of developing a multidisciplinary arts center where artists, performers and musicians can work their craft. This study would conduct a needs assessment for a new multidisciplinary arts center, including the projected financial impact, anticipated market, and basic nature and design of the facility. The needs assessment would identify possible sites for such a facility and discuss benefits and limitations of those sites. The study would also explore grant opportunities, business and corporate donations, and partnership opportunities for Council's consideration should it decide to further pursue any of the options.

The concern is for many young artists, performers and musicians that fall into undesirable lifestyles due to the lack of means to pursue their craft. Vacant commercial buildings could be utilized where visual and performing artists will receive support and have the opportunity to interact and learn from other artists of various backgrounds and disciplines with a designated area to exhibit and perform their work.

All of the artists, performers and musicians would apply and go through an approval process. The program would not necessarily be limited to an age group, and it can be likened to receiving a fellowship or having an "artist in residence," except it would be for all types of artists developing their type of specialty or craft. The idea is geared towards assisting the artists with a space where they are able to express themselves and develop their artwork.

2. How does this relate to the General Plan or existing City Policy?**From the Community Vision Goals:**

VII: Outstanding Recreation, Arts, and Culture: To provide outstanding recreation programs, library services, and visual and performing arts to meet the interests and needs of the diverse population.

From the Arts Sub-Element:

Policy A.1. Maximize City, school, private industry, social service, and arts-related resources through collaborative development and implementation of arts programs, services and facilities with a strong focus on customer service.

A.1.e. Explore partnership opportunities with private business and industry to enrich the Arts in the business environment as well as in the broader community.

Policy A.2. Encourage active citizen involvement in development and provision of arts programs, facilities, and services.

Policy A.3. Encourage a supportive environment that is receptive to the Arts and welcomes the presence of Art, resident performing arts companies, art services, performances, artists and performers in the community.

Policy A.4. Further a sense of community identity through the promotion of the Arts.

3. Origin of issue

Board or Commission Arts Commission

4. Staff effort required to conduct study Major

5. Multiple Year Project? Yes Planned Completion Year 2012

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan? No

Does this issue require review by a Board/Commission? Yes

If so, which? Arts Commission, Planning Commission

Is a Council Study Session anticipated? No

7. Briefly explain cost of study, including consultant hours, impacted budget program, required budget modifications, etc. and amounts if known.

Phase I of this study would explore the demand for a multidisciplinary arts center in Sunnyvale, research similar types of facilities in other cities including their operating guidelines and history, and report back to Council on the feasibility of developing such a facility in Sunnyvale. The only costs for Phase I would be those associated with a moderate amount of staff hours (estimated at 100 to 300 hours) which would be covered by existing resources. Should the Council decide to move forward, Phase II would explore appropriate locations, develop various cost scenarios for site development, and develop operational guidelines. Estimated costs for Phase II consulting services would be delivered during Phase I, but based on similar studies in the past are estimated at approximately \$150,000.

8. Briefly explain potential fiscal impact of implementing study results (consider capital and operating costs, as well as potential revenue).

Capital and operating costs would be significant, but could vary considerably depending on the site chosen and the amount of renovation or construction work required to create a viable multidisciplinary arts center. The terms of an agreement with the owner of the proposed site, assuming that it would not be owned by the City, are likely to require additional funds to cover operating costs, as well as staff costs to seek grant funding in future years.

9. Staff Recommendation

Staff Recommendation Against Study

If 'For Study' or 'Against Study', explain

Staff cannot recommend in favor of this study at a time when it is developing recommendations to reduce costs in arts and recreation programming by \$400,000 annually. There would be significant capital and on-going operating costs required for the City to create a viable multidisciplinary arts center. If this project is determined to be a priority, the Council will need to determine what other City services would be reduced to cover the center's capital and ongoing operating costs.

Reviewed by

Department Director

10-26-10

Date

Approved by

City Manager

10-29-10

Date